

Rep Order# 6866043 Ver# 1 Status New

Traffic Order# 214042 Printed: 10/22/2012 8:05 AM
Last Received: 10/20/2012 4:10 PM
Showing Buylines: All Lines

1 of 3

Station WOTV-TV GRAND RAPIDS/KALAMAZO
Advertiser () PESTKA FOR CONGRESS
Product Political
Estimate# 2512
Buyer Nathaniel Kronisch
Phone#
Fax#

Agency () BUYING TIME
650 MASSACHUSETTS AVE, N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 363/365/2512
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW POL ORDER
TOTAL = \$1610
PLS CONFIRM, THANKS IAN FOR KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/23-10/23	1	1	1	\$30.00	
	2	M	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/29-10/29	1	1	1	\$30.00	
	3	TU	7A-9A	GMA	:30	\$50.00	10/23-10/23	2	1	2	\$100.00	
	4	W	7A-9A	GMA	:30	\$50.00	10/24-10/24	1	1	2	\$100.00	
	5	TH	7A-9A	GMA	:30	\$50.00	10/25-10/25	2	1	2	\$100.00	
	6	F	7A-9A	GMA	:30	\$50.00	10/26-10/26	2	1	2	\$100.00	
	7	M	7A-9A	GMA	:30	\$50.00	10/29-10/29	2	1	2	\$100.00	
	8	TU	11A-12P	THE VIEW	:30	\$50.00	10/23-10/23	1	1	1	\$50.00	
	9	W	11A-12P	THE VIEW	:30	\$50.00	10/24-10/24	1	1	1	\$50.00	
	10	TH	11A-12P	THE VIEW	:30	\$50.00	10/25-10/25	1	1	1	\$50.00	
	11	F	11A-12P	THE VIEW	:30	\$50.00	10/26-10/26	1	1	1	\$50.00	
	12	M	11A-12P	THE VIEW	:30	\$50.00	10/29-10/29	1	1	1	\$50.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	TU	4P-5P	THE DOCTORS	:30	\$25.00	10/23-10/23	1	1	1	\$25.00	
	14	W	4P-5P	THE DOCTORS	:30	\$25.00	10/24-10/24	1	1	1	\$25.00	
	15	TH	4P-5P	THE DOCTORS	:30	\$25.00	10/25-10/25	1	1	1	\$25.00	
	16	F	4P-5P	THE DOCTORS	:30	\$25.00	10/26-10/26	1	1	1	\$25.00	
	17	M	4P-5P	THE DOCTORS	:30	\$25.00	10/29-10/29	1	1	1	\$25.00	
	18	TU	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/23-10/23	1	1	1	\$75.00	
	19	W	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/24-10/24	1	1	1	\$75.00	
	20	TH	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/25-10/25	1	1	1	\$75.00	
	21	F	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/26-10/26	1	1	1	\$75.00	
	22	M	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/29-10/29	1	1	1	\$75.00	
	23	TU	11P-1135P	EXTRA	:30	\$25.00	10/23-10/23	1	1	1	\$25.00	
	24	W	11P-1135P	EXTRA	:30	\$25.00	10/24-10/24	1	1	1	\$25.00	
	25	TH	11P-1135P	EXTRA	:30	\$25.00	10/25-10/25	1	1	1	\$25.00	
	26	F	11P-1135P	EXTRA	:30	\$25.00	10/26-10/26	1	1	1	\$25.00	
	27	M	11P-1135P	EXTRA	:30	\$25.00	10/29-10/29	1	1	1	\$25.00	
	28	SA	8A-9A	GOOD MORNING AMERICA	:30	\$50.00	10/27-10/27	1	1	1	\$50.00	

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	29	SU	8A-9A	GOOD MORNING AMERICA	4	:30	\$50.00	10/28-10/28	1	1	\$50.00	
	30	SU	9A-10A	THIS WEEK	4	:30	\$75.00	10/28-10/28	1	1	\$75.00	

---REPORT TOTALS---

Report Totals: 35 / \$1,610.00

---SALES MONTHLY TOTALS---

Oct 12: 28 / \$1,305.00
Sales Totals: 35 / \$1,610.00
Station Totals: 35 / \$1,610.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Nov 12: 7 / \$305.00

---COMPETITIVE---

Market Totals \$147,706

CATV 0%
WXSP 0%
WOOD 39%
WZPX 0%

WOTV 1%
WZZM 15%

WWMT 36%

WXMI 8%

---COMPETITIVE COMMENTS---

*EST BASED ON LAST FLIGHTS

Books null
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE